

## Nite Ize HobKnob Kit for Smartphones Gets a Handle on Growing Phone Market

*In a market of ever growing devices, the Nite Ize HobKnob Handle for Smartphones gives consumers a better way to hold and view their digital companions.*

**Boulder, CO, August 5, 2015** – Nite Ize expands its popular Steelie family of products with the new HobKnob Kit for Smartphones. The HobKnob Handle is made from machined aluminum and topped with a grippy rubber ball that allows it to be a perfect, detachable ergonomic handle or mini-stand for large smartphones. The HobKnob is ideal for sharing your phone, showing videos without obscuring the screen, and even great for taking selfies! Even better – the HobKnob handle detaches in a snap and easily fits in a pocket or purse.



The ingenious Steelie magnetic mounting technology has revolutionized the way phones are being held and viewed. The Magnetic Phone Socket attaches to the back of a device or hard case with 3M VHB adhesive, and then allows the device to magnetically attach to Steelie products or other magnetic surfaces (like most refrigerators).

Available September of 2015, the HobKnob Kit for Smartphones will be \$24.99, or the individual HobKnob for Smartphones component can be purchased for \$9.99 for people who already have the Steelie Magnet on their phone.

### About Nite Ize

Founded on the principles of creativity and innovation, with headquarters in Boulder's picturesque valley below the Flatirons, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. The company celebrated its 25th anniversary in 2014, and offers over 500 innovative products & accessories in six unique categories: Mobile, Hardware, LED, Flashlight, Pet, and Lifestyle. Still captained by its Founder and CEO, Rick Case, the Nite Ize team is passionate about their products, their customers, their partners and the environment. For more information, please visit [NiteIze.com](http://NiteIze.com) or Nite Ize on Facebook: [facebook.com/NiteIze](https://facebook.com/NiteIze).

**Media Contact:** Terra Public Relations 307-733-8777. Brooks Cowles / [BrooksC@terrapublicrelations.com](mailto:BrooksC@terrapublicrelations.com)